MULT 101
INTRODUCTION TO MULTIMEDIA
CRN: 94585

Spring 2017: January 30th – May 27th
T/TH 9:30am – 12:35pm
Room: K101

Instructor: Bekkah Walker
Email: bekkahwalker@yahoo.com
or campus: rwalker001@sdccd.edu
Course Website: http://www.bekkahwalker.net/101/

Advisory:
English 47A or English 48 and English 49, each with a grade of "C" or better, or equivalent or Assessment Skill Levels R5 and W5.
3 hours lecture, 3 hours lab, 4 units Letter Grade or Pass/No Pass Option

Course Description (official catalog):
This course provides an overview of the dynamic field of multimedia. Emphasis is placed on design theory, processes, hardware, software, and career opportunities in multimedia production. This course is intended for students interested in creating web
sites, animation, video production, and graphic design. (FT) AA/AS; CSU.

Course Description - more:
This course offers a survey introduction to various multimedia applications and their role in contemporary digital design and original aesthetic production.

Projects will be both textbook based and individually conceived, that is, you will be instructed to complete workshop assignments common to all students in the class as well as complete individual projects using what you have learned to create original work of your own conception, design, and execution.
Project descriptions will be delivered via the course website under the "Assignments" tab.
Finished projects will be delivered to the instructor for assessment and grading by uploading to the in-class server.

We will be working with the following programs and concepts:
Photoshop: Digital image editing, design, and manipulation
Illustrator: Vector image creation and design
InDesign: Text and imagery in publication layout and design
Dreamweaver: Web page creation and website design

Student Learning Objectives:
Upon successful completion of the course the student will be able to:
1. Describe and analyze the multimedia industry from the perspective of history, careers, and market.
2. List and describe the tools essential to developing multimedia projects.
3. Identify the components of developing multimedia projects.
4. Describe digital imaging and the parts that make up digital imaging necessary to developing multimedia projects.
5. Describe interactive media design and how it is used in the multimedia industry.
6. Survey and critique the 2D-design industry.
7. Design and plan an interactive digital project.
8. Create and edit digital images with the digital imaging software.
9. Create and edit vector shape objects with vector software.
10. Create an interactive digital project with multimedia authoring software.

Student Learning Outcomes:
Upon successful completion of the course the student will be able to:
1. Alter an image using digital image editing software.
2. Identify and create simple vector based image graphics.

Accommodating Students with Disabilities:
Students with disabilities who need academic accommodations should first contact the Mesa College Disabled Students Programs and Services (DSPS) office. Students with disabilities should then discuss accommodations options with their professors during the first two weeks of class. Contact information is listed on the DSPS webpage: http://www.sdmesa.edu/dsps/

- Students with disabilities who may need academic accommodations are encouraged to discuss their authorized accommodations from Disability Support Programs and Services (DSPS) with their professors early in the semester so that accommodations may be implemented as soon as possible.

- The faculty member will work with the DSPS Office to ensure that proper accommodations are made for each student. By law, it is up to the DSPS Office, through the interactive process with the student, to determine which accommodations are appropriate, not the instructor. This includes accommodations in a clinical setting.

- Students that need evacuation assistance during campus emergencies should also meet with the instructor as soon as possible to assure the health and safety of all students.

In accordance with Title IX, absences due to pregnancy or related conditions, including recovery from childbirth, shall be excused for as long as the student's doctor deems the absences to be medically necessary. Students must notify the instructor in a timely manner and shall be afforded the opportunity to establish make up work or other alternative arrangements. If a student elects to withdraw from the course on or after census, a "W" shall be assigned and the district will work with the student to ensure that the W is not considered in progress probation and dismissal calculations.

POLICIES

Attendance Requirements

It is your responsibility to drop and withdraw from this course. If you find you cannot complete this course, you will need to drop it in order to avoid getting an F. I will not drop or withdraw you if it appears to me that you have been active in the course. To avoid being dropped, you need to come to class regularly; if you need to miss a class, please email me. I do not sign late drop forms. Following is the stated District policy:

- It is the student's responsibility to drop all classes in which he/she is no longer attending.
- It is the instructor's discretion to withdraw a student after the add/drop deadline due to excessive absences.
- Students who remain enrolled in a class beyond the published withdrawal deadline, as stated in the class schedule, will receive an evaluative letter grade in this class.
- Attendance: The final grade in this class will be affected by active participation, including attendance, as outlined in the Weekly Assignments and Points section of this syllabus, which lists the point value awarded for each week's in-class participation.

Statement of Retention

You must attend your course at least once by Jan 7th. This will demonstrate that you intend to complete the coursework. If you do not attend the course prior to this date, you will be dropped from the course for non-attendance and a spot will open up to allow someone on the waiting list to add the course by the last day to add.

Students, please discuss your plans to withdraw from class with me. There may be other options for you that may allow you to continue in class.

Student Code of Conduct

Students are expected to respect and obey standards of student conduct while in class and on the campus. The student Code of Conduct, disciplinary procedure, and student due process (Policy 3100, 3100.1 and 3100.2) can be found in the college catalog, and at the office of the Dean and Student Affairs (Rm. H-500). Charges of misconduct and disciplinary sanctions may be imposed upon students who violate these standards of conduct or provisions of college regulations. As your instructor, I have the following expectations of your behavior in this class: 1. Promote a courteous learning atmosphere by exhibiting mutual respect and consideration of the feelings, ideas, and contributions of others. 2. Demonstrate respect for your work, as well as the work of others, by recognizing

and acknowledging strengths and improvements. 3. Demonstrate respect for tools, equipment and supplies. 4. Recognize everyone's opportunity to contribute information in a relevant and meaningful manner by not monopolizing discussion, interrupting, interjecting, irrelevant, illogical or inappropriate questions or comments.

Cheating and plagiarism:
Students are expected to be honest and ethical at all times in the pursuit of academic goals. Students who are found to be in violation of Administrative Procedure 3100.3 Honest Academic Conduct, will receive a grade of zero on the assignment, quiz, or exam in question and may be referred for disciplinary action in accordance with Administrative Procedure 3100.2, Student Disciplinary Procedures.

As your instructor, I have the following expectations of your behavior in this class:

- Promote a courteous learning atmosphere by exhibiting mutual respect and consideration of the feelings, ideas, and contributions of others, both online and on campus.

- Demonstrate respect for your work, as well as the work of others, by recognizing and acknowledging strengths and improvements.

- Demonstrate respect for tools, equipment and supplies on campus.

- Practice consideration for others by maintaining a clean and orderly learning environment when on campus.

- Recognize everyone's opportunity to contribute information in a relevant and meaningful manner by not monopolizing discussions, interrupting, illogical or inappropriate questions or comments.

Methods of Evaluation:
A student's grade will be based on multiple measures of performance unless the course requires no grade.
Multiple measures may include, but are not limited to, the following:
1. Original design projects.
2. Textbook oriented projects using digital imagery. Objective tests, quizzes, and essay questions.
3. Final portfolio presentation.
4. Class participation.

Course Work and Evaluation:
1. Read the syllabus.
2. If any of the assignments, presentation or graded activities are missing, you will receive a ZERO.
3. You are expected to read each assigned chapter and complete exercises as assigned.
4. The final grade in this class will be affected by active participation, including attendance, as follows: taking part in class discussions, complete the in-class exercises, and complete any in-class pop-quizzes.
5. You are responsible for reading and knowing all the information presented in the assigned chapters of your textbook as well as the content of the lectures.
6. Students who remain enrolled in this class beyond the published withdrawal deadline, as stated in the class schedule, will receive an evaluative letter grade (A, B, C, D, or F) in the class.
7. A temporary grade of Incomplete ("I") may be assigned in very rare cases. Specifically, to be eligible for a grade of "I" a student must:

    1. request an Incomplete grade only after the published withdrawal deadline for the course. (Before that deadline the student should withdraw from the class with a "W.")
    2. have achieved at least a "C" average for all work and tests due before the withdrawal deadline. (Missing work and tests that were due before the withdrawal deadline will be counted as "F" when determining this average.)
    3. provide written documentation by a police report or a statement from a medical doctor on official stationary to verify one or more of the following:

        1. a serious disaster, such as a major fire, flood, or earthquake.
        2. a death in the student's immediate family.
        3. a very serious medical issue with respect to the student.

- If a grade of "I" is assigned, it must be cleared within one year or less. If the "I" is not cleared within the allowed time, it will change to the grade that would have been assigned at the normal end-date of the class—based only upon the work that had actually been submitted by the end date of the course.

- A grade of "I" should be viewed primarily as a humanitarian procedure that provides an opportunity for a good student to complete all the course requirements and to achieve the same grade that would have been assigned had a tragedy not occurred.

- A grade of "I" is not appropriate if used merely to provide additional time for a student to make up usual coursework that is overdue, incomplete, or unsatisfactory.

Grading:

In-Class Workshops	40%
Projects	40%
Reading Responses	5%
Final Exam	5%
Class Participation	10%

Grading Breakdown:

A: 100% - 90%
B: 89% - 80%
C: 79% - 70%
D: 69% - 60%
F: 59% - 0%

Required Textbook:
The Design Collection Revealed Creative Cloud, 1st Edition AUTHORS: Botello/Reding - ©2015 ISBN10: 1-305-26361-8 ISBN13: 978-1-305-26361-1
*Available at the campus bookstore in hardback or electronic
You may also order from online book sellers such as Amazon.

Required Materials:
- External Storage – USB 4 to 8 GB (or a higher capacity USB drive)
- Pens, Pencils, Notebook Paper

Software: Adobe CC MAC or PC
The course is designed to use Adobe CC (Creative Cloud). You will find the software in the classroom and in the LRC (library).

You qualify for the student discount
Here is a link directly to the Adobe Creative Cloud (CC) page:
http://shop.collegebuys.org/adobe-creative-cloud-for-students---1-year-sub-winmac-p1486.aspx
The Foundation for California Community Colleges has negotiated students pricing on many applications for California Community College students; they are sold through: http://foundationccc.org/CollegeBuys
$169.99 (as of 1/25/17) - 1 year subscription for all Adobe CC apps.
This is the best deal. I do not recommend purchasing through Adobe. You will pay more money: $239.88 (there is a monthly or annual plan, but they are both for the year and they are the same total amount).
You save $69.89 purchasing through College Buys.

Computer system requirements
Make sure that any software you purchase will work with your computer and operating system:
https://helpx.adobe.com/creative-cloud/system-requirements.html

Shop around for the service and price that best matches your needs. Links and pricing may change. If you notice a change before I do, please let me know.

Important Dates:

Start of semester:	January 30
Receive, process, and pay for add codes and to drop classes with no "W" recorded:	February 10
Refund deadline - enrollment fees and/or non-resident tuition:	February 10
* Lincoln Day Holiday:	February 17
* Washington Day Holiday:	February 20
Last day to file a petition for Pass/No Pass grade option:	March 6
* Spring Break:	March 27 – April 1
* Cesar Chavez Day:	March 31
Last Day to Withdrawal: The last day to withdraw from classes and receive a "W". No drops accepted after this date. Thereafter, a student must receive a letter grade.	April 14
End of semester:	May 27